

Message Text

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SUBJECT: FROZEN FOOD TECHNOLOGY AND EQUIPMENT TSS

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SUMMARY: BELGRADE WAS THE LAST PRESENTATION OF THIS SEMINAR, WHICH ENDED JANUARY 27, THE FIRMS' PRESENTATIONS WERE MADE ON JANUARY 26 TO A RECORD ATTENDANCE OF APPROXIMATELY 280. A VISIT WAS ARRANGED TO THE INSTITUTE OF MEAT TECHNOLOGY, AND INDIVIDUAL COMPANY APPOINTMENTS WERE SCHEDULED FOR THURSDAY AFTERNOON AND FRIDAY. COMPANIES STATES THAT MANY USEFUL LEADS WERE OBTAINED. END SUMMARY.

1. EMBASSY BRIEFING WAS HELD ON WEDNESDAY MORNING, FOLLOWING ARRIVAL PREVIOUS EVENING OF SEMINAR MEMBERS BY TRAIN AND PLANE FROM BUDAPEST. ECONOMIC CONSELOR EVANS CHAIRED MEETING AND OFFERED INFORMATION OF YUGOSLAV POLITICAL/ECONOMIC SCENE, FOLLOWED BY CA MCMULLEN ON ORGANIZATION AND MANAGEMENT OF YUGOSLAV ENTERPRISES, E/C OFFICER PRIMOSCH REVIEWED FOOD PROCESSING SITUATION AND BRIEFED GROUP ON SCHEDULE. FOLLOWING THIS, MEETING WAS HELD WITH INTERPRETERS. AT THE INSTITUTE FOR UNCLASSIFIED

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MEAT TECHNOLOGY, THE GROUP WAS GREETED BY DR. RADOLJUB TADIC, DIRECTOR, AND MEMBERS OF HIS STAFF. IN REVIEWING PRESENT CAPACITY, THE DIRECTOR MENTIONED EXISTING PLANS FOR FROZEN FOODS PLANTS WHICH CAN PRODUCE 25,000 TONS/YEAR. PRODUCT IS IN BLOCKS OF 25 KILOS EACH IN ALUMINUM CONTAINERS AND THESE ARE USED FOR INSTITUTIONAL FEEDING, AS IS TRUE FOR MOST FROZEN FOOD PRODUCTION. STERILIZED READY MEALS, WHICH DO

NOT HAVE TO BE REFRIGERATED ARE OF MORE IMPORTANCE AT THIS TIME. CENTRALIZED KITCHENS ARE BEING GIVEN EMPHASIS. ALMOST EVERY LARGE TOWN AND LARGE ENTERPRISE HAS SUCH KITCHENS FOR WORKERS. AN OPEN DISCUSSION FOLLOWED WITH QUESTIONS AND ANSWERS ON BOTH SIDES. AFTER LEAVING THE INSTITUTE, MEMBERS PROCEEDED TO APPOINTMENTS, AND THEN MET AT 5 PM FOR INSPECTION OF SEMINAR ROOM AT HOTEL JUGOSLAVIJA. DINNER FOR SEMINAR MEMBERS WAS HOSTED BY COUNSELOR EVANS THAT EVENING.

2. REGISTRATION BEGAN AT 8 AM THURSDAY, JAN 26TH. COUNSELOR EVANS OPENED THE SESSION AT 8:30 AM, WELCOMING THE GUESTS AND THE SEMINAR MEMBERS. IN THE ABSENCE OF A DESIGNATED CO-CHAIRMAN CAUSED BY PROCRASTINATION OF THE YUGOSLAV CHAMBER OF ECONOMY, COMMERCE REP DOLLISON THANKED INDIVIDUALS AND INSTITUTIONS HELPFUL IN PREPARATIONS FOR SEMINAR AND INTRODUCED CHAIRMAN WILLIAMS. AS HE HAD IN EACH COUNTRY, WILLIAMS REVISED PORTION OF HIS TEXT TO OFFER EXPORT POSSIBILITIES FOR YUGOSLAV FROZEN FOOD PRODUCTS BASED ON TRENDS HE HAS OBSERVED IN WEST EUROPE AND US FMC, KLIKLOK, AND THERMOKING PRESENTATIONS WERE NEXT, FOLLOWED BY COFFEE BREAK AT 11:30 AM LEWIS AND HAYSSEN REPS CONCLUDED SEMINAR WHICH WAS FOLLOWED BY RECEPTION FOR ALL ATTENDEES IN ADJOINING ROOM. FOLLOWING RECEPTION, APPOINTMENTS WERE ARRANGED IN CONFERENCE AREA.

3. THE ATTENDANCE AT THIS SEMINAR OF SOME 280 FAR EXCEEDED INITIAL ESTIMATE OF 150 AND IS A RECORD FOR SUCH AN EVENT IN YUGOSLAVIA.
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REGISTRATION INDICATED THAT ATTENDEES WERE FROM ALL REPUBLICS AND MOST WERE FROM OUTSIDE THE CAPITOL AREA DUE TO SIDE DISPERSION OF ENTERPRISES INTERESTED IN THIS FIELD. FRIDAY MORNING, SOME FIRMS HAD FURTHER APPOINTMENTS RESULTING FROM SEMINAR.

4. COMMENT: ALTHOUGH FROZEN FOODS ARE STILL AT AN EARLY STAGE OF DEVELOPMENT, PARTICULARLY FOR EXPORT, ATTRACTIVE DISPLAYS IN LOCAL SUPERMARKETS OF VEGETABLES, FRUITS, PASTRIES, ETC, INDACE SLOWLY GROWING ACCEPTANCE ON CONSUMER SIDE AND ATTENDANCE AT SEMINAR SHOWS STRONG INTEREST IN NEWEST DEVELOPMENTS. ALL US FIRMS IN SEMINAR KNOWN TO ENTERPRISES AND ALL HAVE SOME EQUIPMENT IN COUNTRY. POTENTIAL 12 MONTHS SALES ESTIMATES FROM ONLY TWO FIRMS REPORTING THUS FAR ARE 200,000 DOLLARS (LEWIS) AND 100,000 (KLIKLOK). ALL REPS INDICATED THAT THEIR GOALS FOR VISIT WERE MET AND EXCEEDED. A BREAKDOWN OF TSS EXPENSES WILL BE SENT WHEN ALL BILLS ARE SUBMITTED.
EAGLEBURGER

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